

Message Text

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72

ACTION EB-05

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R 211911Z NOV 73

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 5755

UNCLAS LONDON 13649

FOR BIC/OIM/BARRETT

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: CATALOG EXHIBITION

REF: A-9166 DATED SEPT. 9, 1972

- 1) U.S. CATALOG SHOW, AUTOMATED PRODUCTION EXHIBITION - APEX '73.
- 2) BELLE VUE, MANCHESTER, NOVEMBER 12-16, 1973.
- 3) 118 FIRMS SUPPLIED CATALOGS (OF WHICH 54 WERE NTM).
- 4) A. REGISTERED VISITORS, I.E. THOSE WHO REQUESTED CATALOGS OR OTHER INFORMATION AND THEREFORE QUALIFY AS TRADE LEADS: 186 (OF WHICH 31 EXPRESSED INTEREST IN AGENCY/DISTRIBUTOR ARRANGEMENTS).
B. TOTAL VISITORS (EST.): 450
- 5) 872 TRADE INQUIRIES DEVELOPED.
- 6) 116 FIRMS (OF 118 TOTAL) RECEIVED TRADE INQUIRIES.
- 7) COMMENTS: A DETAILED ANALYSIS WILL BE MADE IN THE FINAL SHOW AIRGRA. SEVERAL IMMEDIATE COMMENTS, HOWEVER, ARE IN ORDER. THE STRANGENESS OF THE CATALOG SHOW TECHNIQUE HAD TO BE OVERCOME BY PERSON TO PERSON CONTACT WITH VIRTUALLY EACH VISITOR TO EXPLAIN WHAT WAS UNCLASSIFIED

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ON DISPLAY AND WHAT INFORMATION AND SERVICES WERE BEING

OFFERED. IN ADDITION TO THE NOVELTY OF A CATALOG SHOW IN A TRADITIONALLY EQUIPMENT-ORIENTED EXHIBITION, THE NUMBER OF COMPANIES AND ESPECIALLY THE GREAT VARIETY OF PRODUCTS MANUFACTURED BY THE CATALOG SHOW PARTICIPANTS REQUIRED IN MOST CASES A CONVERSATION WITH THE INDUSTRY EXPERT, EMBASSY COMMODITY SPECIALIST, OR TRADE CENTER REPRESENTATIVE BEFORE THE VISITOR COULD CONFIDENTLY SELECT THE COMPANIES OF INTEREST TO HIM. THIS SITUATION PROVED THAT THE PRESENCE OF INDUSTRY EXPERTS IS VITAL, BUT ALSO SHOULD PRODUCE A HIGH QUALITY OF REGISTERED VISITORS WITH GENUINE INTEREST. ANOTHER ASPECT TO NOTE WAS THAT MANY VISITORS LOOKED THROUGH THE LITERATURE ON DISPLAY AND MET WITH U.S. STAFF BUT PREFERRED TO REFLECT ON THEIR NEEDS RATHER THAN COMPLETING A REGISTRATION SLIP AT THE STAND. THIS MIGHT RESULT IN A HIGH LEVEL OF POST-SHOW INQUIRIES.

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Disposition Case Number: n/a
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Disposition Event:
Disposition History: n/a
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